We will close our present building this Fall, when we move into our new store—Broadway at Sixth Av., 34th to 35th St.

the Nature of "A Card."

Dimities.

12c to

reduced from

Black-and-

Brilliantines,

street or bathing costum's.

servedly desirable. They couldn't show

on a choicer stuff than soft Louisin:

Wanted for waists and full dresses,

Black and Navy Mohair Brilliantine,

warranted fast dye, 45 inches wide.

Hard to hit upon a better fabric for

Shirt Waists.

Women's Shirt Waists, made of sheer

tucked stock collar, reduced

also trimmings. Plenty here at 69c.

White

Louisine

broader than mere curiosity.

The Macy constituency has been asking for news. So People, whether they have traded beneath this roof nearly source of information. Plans will be printed as fast as they develop. Meanwhile, we desire to state that a "Remova! will mark our change of location. Such a movement would truth. COMPARISONS SUSTAIN THE CLAIM THAT smack too strongly of the hackneyed "Special Sales," WE ARE NEVER UND ERSOLD.
"Inventory Sales," "Re-building Sales," "Alteration That large and controlling fact is expressed or implied in

Organdies. Reduced from 9c. to

Figured Organdies - fine imported cloth; printed in this country-thirty designs and color combinations-dainty floral, scroll, ribbon and Dresden etfects. Every yard is crisply fresh not tossed and crushed out of original folds. Haif the price others ask for their limp, wilted and mussed remnants.

Hosiery Reduced.

Women's and Men's Fancy Colored Cotton Hose and Half Hose, not a full | Checks. range of sizes, reduced from 24c to 10c.

Women's Black Gauze Lisle Thread Hose, white heels and toes, reduced from 44c. to ...

Children's Colored Ribbed and Lace Liste Thread, and Black Richelieu and Rembrandt Ribbed Liste Thread 50c. Hose, broken sizes, reduced 29c Mohair

Hosiery Not Reduced.

Women's Black Cotton Hose, double oles, heels and toes-and Lace Liste Thread Hose, large variety, new de-

signs, value 25c.; our price 19c.

Women's Black Lace Liste Thread Hose, neat patterns, silk-embroidered insteps, value 35c.; our price

Men's Black Lisle Thread Half Hose, uncommon designs, silk-embroidered insteps, value 25c.; our price 10c.

Children's Dresses.

Children's Gibson, Russian, High-neck and Guimpe Chambray, Lawn, Gingham and Percale Dresses-blue, rose, pink, green-trimmed in many styles, reduced from \$2.96 to \$1.96.

Children's Sailor Suits, made of blue and cadet duck; full skirt and deep hem; col-lar, shield, tie and cuffs trimmed with white pique, sizes 4 to 14 years; reduced from \$1.47 to

Children's High-neck Dresses, made of gingham, blue, pink and green; yoke of all-over net, finished with bertha and embroidery, full skirt, deep hem, sizes to 14 years, reduced from

Upholstery Goods.

Irish Point Lace Curtains, wide borders, in rich Renaissance designs. Lots of two and three pairs.

> \$5.49 kind reduced to \$3.98. \$6.74 kind reduced to \$4.98. \$7.99 kind reduced to \$6.24.

Four hundred pairs Nottingham Lace Curtains, real face effect, only one pattern, reduced from \$3.70 per pair to \$2.74.

Cottage Curtains, twelve styles of thin, transparent cross-striped material, fringed bottoms, reduced from \$1.34 98c per pair to

Nottingham Lace Bed Sets, including full size spread and two shams, accurate copies of beautiful and costly Renaissance designs, reduced from \$5.99 to \$4.74.

Reversible Tapestry Portieres, good de- 29c to 19c. sirable staple colors, nearly all of them were made this season. One or three pairs in each lot

\$4 99 kind reduced to \$3.24. \$5.24 kind reduced to \$4.24. \$6.49 kind reduced to \$4.99. \$6.74 kind reduced to \$5.24.

Men's Negligee Shirts.

These Madras Shirts are the kind you are shown everywhere-but here-at \$1.50. A broad assortment of styles that may be appropriately called "swell," attached or separate cutfs; our price 74c.

Men's Negligee Shirts, made of fine light-weight Botany flannel, large variety of patterns, cut by delicately-tinted silk stripes, reduced from \$1.49 and 94c

We have already made formal announcement that our nounce "reductions" throughout various departments in present building will be vacated and closed upon completion order to facilitate the moving process. This method will the completion of our new store this Fall. The public has shown a gratify- be particularly observed in connection with merchandise than the connection with merchandise the moving process. ing interest in our enterprise-something deeper and that is seasonable now, but will be out of season when the new store is ready.

watch the advertising, which is your regular and authentic half a century, or half a year, know that every element of progressive retaining is devoted to the principle of keeping prices, quality for quality, less than anywhere else. Sale" is NOT to be one of the preliminary steps that And so it follows we need no expediency to emphasize that WE ARE NEVER UND ERSOLD.

Sales" and other subterfuges that are exploited the year everything we do or say. Before, and after, we have round by so many dealers upon the flimsiest pretext. But m ved, it will continue to be the active stimulus that keeps we shall from now on, as rapidly as it can be done, an- the thrifty aroused and alert to the Macy offerings. 8 C Taffeta, reduced from 59c to

> Plain Taffeta Silk, good, strong, service-Dimity has won its way into the ranks able quality. We've been selling it of staples. At first a novelty - the right along at 50c per yard. The delicately-corded, prettily printed, color range is not as complete as it was charming stuff has grown more popu--old rose, cer se, red, reseda, lavender, lar with each succeeding season. That's purple, yellow, brown, turquoise, nile why it is safe and economical to buy and gray. The entire lot win be closed these Irish and American Dimities at out at 59c. A rare siik value. Se and lay them aside for next summer.

Women's Shoes.

Women's Bench-made Tan Lace Shoes; imported Russian Calfskin, full toes that spell "comfort," medium weight, welted soles, military heels, reduced from \$4.99 to \$2.49. These dainty, checky designs are de-

Women's Colonial Oxfords; patent leather, Ideal Kid, Dongola, Matt or Colonial Kidskin; gun-metal silver or gilt buckles some with gros grain ribbon bows, reduced from \$4.99 to ... \$2.89

Women's Orthopedic Lace and Button Shoes, made for tender feet, of very soft and mellow vici kidskin, patent leather tips, medium heels, reduced \$2.89 from \$3.74 to.

Women's Tan Oxfords, made of good kidskin, hand-sewed soles, medium heels; fresh, new; reduced from \$1.97

Women's Suits.

Reduced from \$7.48—but only white lawn, front trimmed with varied tucks, tucked back, cuffs and stock coltifty of them.

lar, reduced from 40c, and 50c, to 30c. Figured lawns and organdies— Women's White Waists, made of sheer while India linon, back and front trimmed with tucks and hemstitching. white, black, blue and green; trimmed with soft lace inserting and ruffies; gore flare skirts. with full circular flounce. Women's Shirt Waists, made of lace, striped and figured silk gingham, findished with stock collar, re- 99c than \$4.98.

Women's Shirt Waist Suits. - Second Floor.

Four hundred Shirt Waist Suits-batiste, madras, lawn and chambray. They should have come along with the twentyfive hundred advertised last week. Little in price because late in arriving.

Worth \$6.50; \$9 93 choice.

74c Medicinal and Toilet Goods.

Genuine Almond Meal, violet perfumed, half-pound jars, reduced from 28c. to 19c.

| OC. 10 1-76 | |
|--|-------|
| Eau de Quinine Hair Tonic, ounce bottle, reduced from 57c, to | 41c |
| Glycerine and Rosewater Sunburntion, four-ounce bottle, reduced from 19c. to | 140 |
| remineral framework | 29c |
| Wilder Street | 370 |
| Quinine Pills, box containing hundred fresh two-grain pills | 160 |
| Brown Mixture Tablets for coughs | 150 |
| Macy's Acid Phosphate, four- bottles, reduced from 24c. | 120 |
| ffervescent Salts, four-ounce be | ttles |

-Rochelle and Lithia, reduced from

Bone-handle Nail Brushes, five rows stiff white bristle, reduced from 24c. to ... Boxwood Back Hand Scrubs, seven rows stiff natural bristles, 19c reduced from 39c. to Swan Down Powder Puff, ring 18c top, reduced from 37c. to Military Hair Brushes, guaranteed to give satisfactory service, price reduced from \$2.98 per pair to \$1.49 Imported Rubber Cloth-lined Tourist Cases, reduced from 74c. 37c

Furniture. Annex

White Enameled Iron Beds, 3 feet wide, all-iron woven wire spring and pine fibre mattress, value, \$8.50; our price, \$6.99.

Solid Oak Chiffoniers, five deep drawers, cast brass handles, carved wood rail top, value \$5.00; \$3.00 our price

Embroidered Linen Handkerchiefs Reduced. All-linen Handkerchiefs, scalloped edges, dainty and artistic designs tinely wrought. There are too many kinds at certain prices. In order to narrow the stock down to a variety that is easier handled, we make the following

Six styles, marked from 19c. 16c | Six styles, that were exceptional 19c

59c for \$1.00 Corsets, fine white batiste, straight front, low bust, black and white striped Moss long hips, trimmed with lace and ribbon. cloth. finished with deep plaining.

Good Groceries.

| "Red Star" Coffee, reduced for t | hree 23c |
|--|-------------|
| "Red Star" Fruit Syrups, warranted | |
| "Lily White" Grape Juice. quarts, 39c.; pints | 22c |
| clarified and preserved quart | and. |
| Carres Ine & Fils Olive Oil, sur quality, large bottle | |
| Beri Legan Passeron & Cie Olive direct from the French growers, hest grade two-gallon cans. \$3. | igh- |
| Tomato Catsup "Sunnyside" | 10c |
| "Lily White" Lobster, choicest can be obtained, selected pieces, po- flat cans; reduced from 27c. to ? | und |
| Pag 200 | 19c |
| Gilt Edge Kippered Mackerel, large oval can. | 12c |
| Whole Evaporated Apples, peeled cored, reduced from 19c. per po to | und |

brand, three-pound cans Armour's Ham and Bacon, pound cans, reduced from 24c, to 19c.; half-pound cans of bacon, reduced from 13c. to 9c High Grade Cigars.-Annex.

Great Price

Sweet Potatoes, "Turkey"

Julius Ellinger & Co.'s fine Key West Clear Havana Cigars will be sold to consumers at less than regular wholesale prices. Follow the quotations:

Invincibles, \$2.99 box of 25, Deliciosas, \$3.99 box of 50, Ideals, \$2.99 box of 50,

Flor de Merode-Regalia Bouquet clear Havana filler, Sumatra wrapper, box of fifty, reduced from \$2.99 to \$2.49.

Visit Our New Restaurant

A salatable and dainty issues at a moderate price, with prompt and courteous service. Everything in season dettelously prepared, and served in a leftghtfully cool and con ortable Dining Room.

Adams Dry Goods Co

SIXTH AVENUE, 21ST AND 22D STREETS.

A Midsummer Sale of

Muslin Underwear

at Remarkable Reductions from Real Values!

and Candy Dep't.

This is no hastily gotten together sale. It is a sale carefully conceived and will be as carefully executed. Its prime purpose is to further impress upon the women of Greater New York and adjoining towns the desirability of buying all their Muslin Underwear here. Our Muslin Underwear Department must be known as headquarters. This sale is important for—1st, the prices are the lowest of the low; 2d, the garments (in every case) are cut generously and made in a manner that the most fastidious could find no fault with; 3d, assortments are (as they always will be) most liberal. Now read. Night Gowns! Silk Petticosts! Drawers! Corset Covers!

| edge of fine 10c | MUSLIN DRAWERS, been and closed, at | FINE QUALITY TAFFETA SILK PETTICOATS, accordion pleated, with dust ruffle, in all the latest shades, value 3.98 | in. yoks of tucks and insertings of Ham- | value \$2 00 |
|---|---|--|--|--|
| e, trimmed with 19c Haraburg Corset Covers, with four | cambrella ruffle, tucked and nematitioned 25c | BEST QUALITY TAFFETA SILK PITTICOATS, in a variety of | NIGHT GOWNS, muslin or com- bric, trianned with 49c | Skirts! |
| Wal lace insert- nu lace edge. 25c model at tovers, trimined | DRAWERS, ruffle, will insertings and ruffles of 35c | Chemises! | NIGHT GOWNS, cambric or mus- lin, empire, high or square neck. | with tacks and unserting of total hon 69c |
| ok or Cambric Cotset Cover- | ERS, tucked and trimmed with point de Paris, torchon or Valencietnes lare, in 49c | MUSLIN AND CAMBRIC CHEM- ISE, round or square neck, trim- med with lace or Ham- burg, in a variety of 49c | NIGHT GOWNS in nainspok or | MUSLIN OR CAMBER MER- LA SALRES Manager 98c |
| of with fine flam- riace of Coyser Coyets, claim of styles, value 69c | a dozen styles CAMBRIC DRAWERS, trenmed with fine Hamsburg or lace | Prettily triumed with have and ribbons, value 69c | sleeves also square and best neck prettily trimmed with lace and ribbons | tribu med with lase in a variety of solder 1.39 |

Prices are dropped deeply and decisively in

Men's Furnishings for Summer Use and Comfort! Men's and Boys' Percale Negligee Shirts in over 102 patterns The pair of detached cuffs with each shift included in this issortment are a few Percale Newligee Shifts with collars and or 3 fc. or 3 for \$1.

Men's \$1.50 and \$2.00 High- Men's Fine Linen Negligee grade Woven Madras and Shirts, with pleated bosons showing Percale Negligee Shirts, French percale, also a heautiful line of neat With pleated or plain soft bosonis un's at-action of detached, in a large assortment of light and medium effects intached, every shift equal to the best made-to-order shifts, perfect fitting and an astonished, and a delided value at

Men's Knit Underwear! MEN'S BALBRIGGAN SHIRTS. 49c | MEN'S MERCERIZED LISLE 79c ers to match, with long or short legs marked down to

Men's Bathing Suits! MEN'S 2 PIECE BATHING 1.85 In all wool lersey, in 1.85 In all wool lersey, with 3.95 In all wool BOYS' BATHING SLITS, in I

A Pre-Inventory Clearance Sale of

Boys' Summer Clothing! .00 BOYS' DOLBLE STITE THECE STITE this lot comprises cheviots, crashes and homespuns, in double For Stills in cheriot, and

A fTS in cheviots and assumeres light and dark mixtures trousers and louble seats and cheviots ages 7 to 16 years cassimeres light and knees ages 7 to 15 years
strong, stylish and serviceable this lot is
BONS NORFOLK JACKET SUITS 4 to 9 cultarly attractive Reduced from \$0.00 BOYS SAHLOR SLITS Ages 3 to 9 vrs Reduced from \$1.00 BOYS SAHLOR SLITS Ages 3 to 9 vrs Reduced from \$4. Leand \$6.

75 Cents ROYS WHITE DEEK WASHABLE SALLOR SUITS: Beautifully for BOYS WASHABLE ELSSIAN BLOUSE SUITS: Galatra very popular space 2 to a years. Boys' Washable Sailor and Russian Blouse Suits. For popular water 2 to a very popular state was HABLE SAILOR SUITS Fancy light and lath popular water 2 to 11 yrs. Former prices \$1.50 to \$1.75.

Steamer and T. Travelling I PUNKS Prices! Strong bargains in strong trunks are here offered. If you

will take the trouble to compare our prices with any others you will be impressed with these undoubted bargains: CANAAS COVERED STEAMER TRUNKS, post-battom, hardwood stat. strap hinges and canyas covered, very strongly made, from

canvas covered, very strongly made, tro-bottom, hardwood sints, either with or with Out sole leather straps (8 in 20 in 32 in 34 in 36 in 33 in 36 in 38 iii 19 in 2.25 2.49 3.49 3.75 3.98 3.25 3.49 3.75 3.98 4.49 ANY ASCOVERED TRAVELLING TRUNKS. HEAVY DUCK COVERED TRAVELLING TRUNKS, malleable from corners, brass Excel-sior lock, with kness top and bottom, heavy hardwood slats, fitted with 2 trays, full lines outh brass triminings, corners and Excelsior book iron bottom, large strap binges, 2 heavy only leather strate, hardwood slaws and 2 contre-bands, full linea lited throughout. 28 in 30 in. 32 in 34 in 36 in. 5.98 6.75 7.25 4.75 4.98 5.49 5.75 5.98

Sales of Rugs, Mattings, Etc.

The nearness of inventory demands quick selling on these Floor Coverings. And sell THEY WILL. For prices have been cut to the extreme, as the following items will go to show: A Clearance Sale of Straw Mattings!

CHINA MATTINGS, narrow warp, regular vame 15c per square 1 and, toark-down price 3ACANEAG MATTINGS, fine finest warp, very artists carpet designs, in red, blue, green and dtab, regular prices 35c and 45c per square varif, mark-down price 8EAMLESS.CHINA.MATTING, heaviest quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality, rill white and choice allover effects, reg prices 35c and 45c per sq quality. A Clearance Sale of All-Wool Smyrna Rugs! Sit 5, at Size 85C Sec. 33080; value \$2.25, 1.85 Size 6x8 ff . value 5.50 Size 26x54, value \$1.55 Size 36x52, value \$2.55 Size 36x52, value \$2.25 Size 36x54, value \$1.25 A Clearance Sale of Linoleums!

THOROUGHLY SPANONTELLING LEUMS, full rolls, encoused patterns, resulter prices for and for per 39c lest quality, handsome natterns, resulter prices for and for per 39c liest quality, handsome natterns, resulter prices for and for per square yard.

25c REMNATS of the above, under 10 yards, at, per square yard. Upholstery Specials Summer Home! Furniture Slip Covers! Furniture Slip Covers! ty of German lines, allows 9.50 For 5 piece Suits in Helgium to varie of material 50 inches 9.50 Insternal 50 inches side for the suit, at

Bamboo Porch Screens, Awnings, Slip Covers and Window Shades at attractively low prices. Reductions in Summer Furniture! From 25 to 50 Per Cent. reductions are now in force. It is the easiest thing in the world for a person to



1.75 Buys reg. 2.50 Rockers. Clearance Sale of White Enamelled Iron Beds!

\$2.75 White Enamelled Iron Beds, Sizes a ft. and a ft. 6 in., aft. and 4 ft. 6 in., with exampled Iron Beds, Sizes 4 ft. and 4 ft. 6 in., with brave top 4.50 Gate. extra 1 in. Golden Gate. extra 1 in. Golden

Fine Stationery Cabinets!

Each containing 50 Sheets and 50 Envelopes. Actual value 40c, to 50c, per Cabinet, at the extremely low price of

If you are going to the country you will find that one of these cabinets will provide you with a full supply of finest stationery, packed most conveniently, and you can save half the usual cost by buying here and now. The following finishes and tints are included:

Kendaorth Vedum in azure, cream and bije Linen Alastross in sapplure, white and plus, Combretge Boat in blue, azure and cream Azure Vellum, Cream Sain, Cream Linen, and Veilum, Ac-Clearance Sale of Lace Dresses!

Ready to Make The work of the mark down man is very evident in this brief price list, which hints of many great bargains in Ready to Make Lace Dresses of which we have too many, any way. Again, inventory will soon be upon us, and for a clean, light stock we trim prices after this order.

WHITE CHANTILLY LACE DRESSES with applications of lace medalinous and his velvet effects newest shapes grades flourices, trains, waists and sleeves comple every Dress a beautiful specimen of lace manufacturer's skill Worth 39.00 Worth 50.00 LAWN AND BATISTE DRESSES onto flounce skirts trimmed with embroiders sertions, waist and sleeve garnitures in plain materials to complete each dressive this bargain lot to-morrow, for it's continually attractive. 12.98 Each Worth

French Perfumery at Decided Bargain Prices! Dutour's Exquisite Special

The announcement of our offering of the entire American stock of B. Dufour & Cie, 40 Rue d'Enghein, Paris, has created a national sensation. Here are a few representative tems -Dufour's Exquisite Toilet Waters!

Unexcelled in delicacy and fragrance—unique in their quality and strength, these tollet waters are bottled and latelled as richly as any line that ever came from France. 30c 4-oz bottle, regular price, low Among the odors are Brise de la Rivi ra. Des Elegantes Parisiennes, Fretle, Blane du Japan, Bouquet des Pyrences, Violette, White Line Ac.

Dufour's Exquisite They have no superior for delicacy, durability and truthfulness of odor. Bottling and labelling are most artistic to the sale price. 25c

Never Have Fine French Extracts Been Sold

At Such a Small Price. Extracts!

Special odors of the exquisite extracts noting can surpass them in tone and be-2 oz bottle, regular price 85c, to \$1.10. 45c Among the odors are Rose de France, Boudes Pyrences, Elegantes Parisiennes, Bris des Pyrences, Elegantes Parisiennes, Brisania la Riviera, Av. DUFOURS VEGETAL, all odors. 39c 6-oz bottle Toilet Waters Greatly Reduced! Florida Water High grade ded, 8-02 bottle, regularly 35e a bot. 19c

Odors!

at Such a Small Price.

Among the odors are - Violette, Jockey Club.
Carnation, Heliotrope, White Rose, White Liliac, &c.

Violet Ammonia - Exquisitely performance of the price of the control of the price of the control of the price of the control of the price of t Popular Sheet Music! 19c. By Mail 2c.

Fracks and Frills—2 step.
Pickaninny's Christening
step.
Harmony Mose—2 step.
Calanthy Waltzes.
Tell Me (Beautiful Ballad)
Carnival Cumes (played by Sousa) For You.
Sappho Gavotte
Could you He True to Eyes of Biue?

Biue?

Our Director March
Coon Spiles—2 step
Just Next Door
Darling.
Valse Blene
Ben Hur Weltzes
Roses and Thorns Waltzes
Roses and Thorns Waltzes
Pearl of the Harem, 2 step
Under the Double Eagle
My Mother Was a Northern
Girl.

By Mail Coon Spiles—2 step
Just Next Door
None C.O.
Spiles Smiles Smiles Smiles Smiles Come Buck, Dinah
Sunbeam and Shadows
Cuban Independence March
Carnival Chimes (1988)

Wy Mother Was a Northern
Girl.

None C.O D

Groceries At Low Prices! At Lowest

Prices that must attract. Every item guaranteed superior quality or money refunded. Our out-of-town patrons should remember that we deliver free all

cash purchases of \$5.00 or over by freight to any railroad station in New York and surrounding States. Mail orders receive prompt attention. Our Groceries are the choicest of the choice—our prices the lowest of the low. Once a family begins to buy here no rival influences wean that trade away. It is most profitable, pleasant and satisfactory to trade here. Some striking specials: HAMS. Floral, the finest sugar cured ham in the 13c world, with orders HAMS Holff's Westph new importation. 31c

HAMS, Shaw's, Limerick, Ireland, Irish hams; new importation just received; per pound, special inducement price

BONED CHICKEN, Richardson & Robbins 1,-th. can 12c., t-lb. can Robbins 1,-th. can 23c., t-lb. can Robbins 1,-th. can 23c., t-lb. can 23c., t-l Domestic Vegetables at cut prices!

Fruit, cans lie, doz 1.25 finest quality Baby Lana Revas quality, can lie, doz 1.60 cans resulted Early June tender, fresh flavor, can loe, doz cans CORN, Floral Brand, Bearly Maine packing, 2-th good finest canned. 1.35 can loe doz cans corned Bearly June lie, doz cans corned finest quality Baby Lana Revas application of the very best canned. 1.35 can loe, doz cans doz cans corned fine very best canned. 1.35 can loe, doz cans doz cans corned fine flavor and blood red. STRINGLESS BEANS, Footal Stringles of the local doz cans application of the local local stringles of the local local local stringles of the local loca Imported Vegetables at Cut Prices!

California Canned Fruit at Cut Prices!